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South Australia's planned, vigorous approach to development enables us to maintain a congenial lifestyle while ensuring our reputation as the national pacesetter State.

In 30 years we have moved from an economy very largely based on agriculture to being one of the nations major expanding industrial complexes.

The State remains an important producer of primary products - notably wine, wheat and wool - and of minerals, but is now the most urban of the Australian states.

Industrialisation has been dominated by the automotive and domestic appliance industries, which have made great contributions to its prosperity.

These industries are, however, subject to big swings in consumer demand. They are often the first to be hit by changes in national monetary and tariff policies, outside the State Government's control.

To reduce overdependence on these two industries, the Government encourages diversification of our production and markets.

To do this, the Government has set up or has helped to establish a series of key agencies.

The Industries Assistance Corporation helps smaller industries at the early and often critical stage of development. It can make loans to approved firms, with deferred interest payments where necessary, or can take up shares in appropriate companies.

The Development Division of the Ministry of Development and Mines has been expanded. It actively promotes the State as an industrial location, seeks out and assists firms which can be encouraged to locate here and provides a range of services to assist local industries to grow.

In addition, it seeks to diversify markets through a network of overseas trade agents and by pursuing joint venture and manufacture-under-licence-proposals.

The South Australian Housing Trust has a unique industrial premises project, through which it provides new industries with land and factory premises under attractive lease-purchase terms.

The Industrial Development Advisory Council provides a very valuable channel for liaison with private industry.

We have particularly sought to encourage industries which use a high degree of technology and skilled labour. To this end, we established the Industrial Research Institute to act as a channel to give industries access to research and development talents and organisations and to co-ordinate research problems.

We also maintain active co-operation with other bodies such as the Industrial Design Council, the Australian Mineral Development Laboratories, our two Universities, the Institute of Medical and Veterinary Science, and branches of the C.S.I.R.O.

The work of these bodies is supplemented by a range of highly skilled industries whose research and development achievements have kept us in the forefront of technological innovation. This high-technology orientation will continue to be of increasing benefit to the State.

South Australia has many advantages making it a desirable location for industry.

Our cost structure is lower than the eastern States. Industrial land is very much cheaper. The cost of essential services is highly competitive and our abundant supply of cheap natural gas is a decided benefit for many industries.

Our record of industrial peace is dramatically and consistently better than any other State. Over the last seven years, days lost per 1,000 employees has been only half the national average. The Government is taking new measures that will promote continued industrial harmony.

Part of our good industrial relations record comes from the high standard and congenial style of living enjoyed in this State.

We are determined to maintain this and we seek planned industrial development that will enhance it, not a haphazard free-for-all that will spoil it. It is important for industry, as well as for all our citizens, that Adelaide should not develop into the polluted, congested, sprawling, urban agglomerations to the East. We will keep South Australia a fine place to live and work.

It is in this context that we planned the entirely new, uniquely Australian city of Monarto. In itself, it is one of the most exciting and advanced city development projects in the world. The new city will relieve the expansion pressures on Adelaide and provide South Australians with a series of alternative lifestyles.

Similarly, with our designated decentralised growth areas, the "Iron Triangle" in the Spencer Gulf Region, and the "Green Triangle" in the South East provide for co-ordinated development on a truly South Australian basis.

The \$400m. Red Cliff petrochemical project will provide the major stimulus to the "Iron Triangle" area.

The programmes we are now implementing, I believe, will enable us to take the fullest advantage of the opportunities of the seventies.

Forwarded by Mr. Dunstan "The Register" 3rd Feb 62



*From the Premier's Office,
Adelaide*

South Australia — the most urban of the Australian States — contains the third largest industrial complex in the country. Manufacture is concentrated on the production of motor vehicles and consumer goods.

The State is also an important agricultural producer — notably of wine, wheat and wool — and of minerals.

It is a broad economic base from which to plan further development, but one which is still over-vulnerable to fluctuations in national demand (particularly for consumer goods) resulting from central government policies.

Our present development strategy is based on diversifying our production and markets to offset, so far as is possible, these variations in demand.

We are doing so by the encouragement of new skill industries, by broadening domestic and foreign markets and by reducing the impact of the rural recession through industrial decentralisation.

South Australia has many advantages which make it a desirable location for industrial development.

It offers a low-cost structure, availability of industrial land at competitive prices, and low wage and salary levels in relation to the rest of Australia and a central geographic location.

Generally lower prices ensure for South Australia a standard of living equal to that of other States. One reflection of this is higher productivity resulting from fewer days lost in industrial disputes compared with other States.

South Australia has, in fact, the best record of industrial peace in Australia. We have 9.1 per cent of the Australian work-force, but only 2.8 per cent of working days lost throughout Australia are lost in South Australia.

The South Australian Government is determined to ensure that the present pace of development is maintained or accelerated. We are already a research and development-oriented community.

Centres such as the two South Australian universities, Weapons Research Establishment, Australian Minerals Development Laboratories, the Institute of Medical and Veterinary Science and Branches of the C.S.I.R.O. provide a solid base of pure and applied scientific research.

The work of these official and semi-official agencies is supplemented by a diverse range of highly skilled industries such as I.C.I., International Computers, Texas Instruments and Philips.

SOLA International, a South Australian firm whose optical products have won international contracts, and Paton Industries, manufacturers of scientific equipment, are local companies whose success has been largely due to the importance they place on research and precision work.

Government assistance schemes have been formulated to attract developments of equal value in the future.

The South Australian Housing Trust is empowered to provide new industries with factory premises under lease-back arrangements with guaranteed options to purchase.

An Industries Assistance Corporation has been set up to boost smaller industries at an early and often critical stage of development.

It is able to make non-repayable grants for development and research to country industries, to lend money to industries anywhere in the State with deferred interest payments and to take up a share in the equity capital.

An Industries' Research Institute, recently established, provides another link in the wide ranging scheme for the planning, promotion and expansion of industry in the State. This body will be empowered to make grants for product research in South Australia where investigation shows this is likely to lead to the expansion of existing markets or the creation of new ones.

These agencies are geared to stimulate the growth of new enterprises with a highly skilled technological component which promise future benefits to South Australia.

In addition to encouraging skilled technical industries, the Government has set in motion a programme which will give a massive boost to the State's tourist industry.

We have natural attractions which rank with those anywhere in the world. We are building on this solid foundation with a general up-grading of hotel, motel and restaurant facilities; the construction (with Government assistance) of an international standard tourist hotel and the establishment of a major performing arts centre.

These projects are planned to make South Australia a national convention centre as well as an important holiday region.

An important aspect of this area of development is the number of jobs it will create for women and young people with consequent strengthening of the State's employment base.

One of the most significant areas of the South Australian Government's integrated-development programme is a concerted drive to expand and diversify our export markets, both interstate and overseas.

A network of trade agents and moving trade officers feed back information to South Australian firms on trade opportunities in South-East Asia, Europe and the Middle East.

Industrial expansion in the State has recently been stimulated by the completion of a natural gas pipeline from gas fields in the north of the State to Adelaide. It is anticipated that contracts will soon be finalised for the supply of natural gas to the Sydney market and that a commercial oil field will be developed in the northern region.

This publication will assist in fostering our aims to publicise the State and the advantages it offers to businessmen and industrialists in Australia and overseas.

DON DUNSTAN.